Communications & Public Information

City Academy
October 7, 2021

Responsibilities of the Office of Communications and Public Information

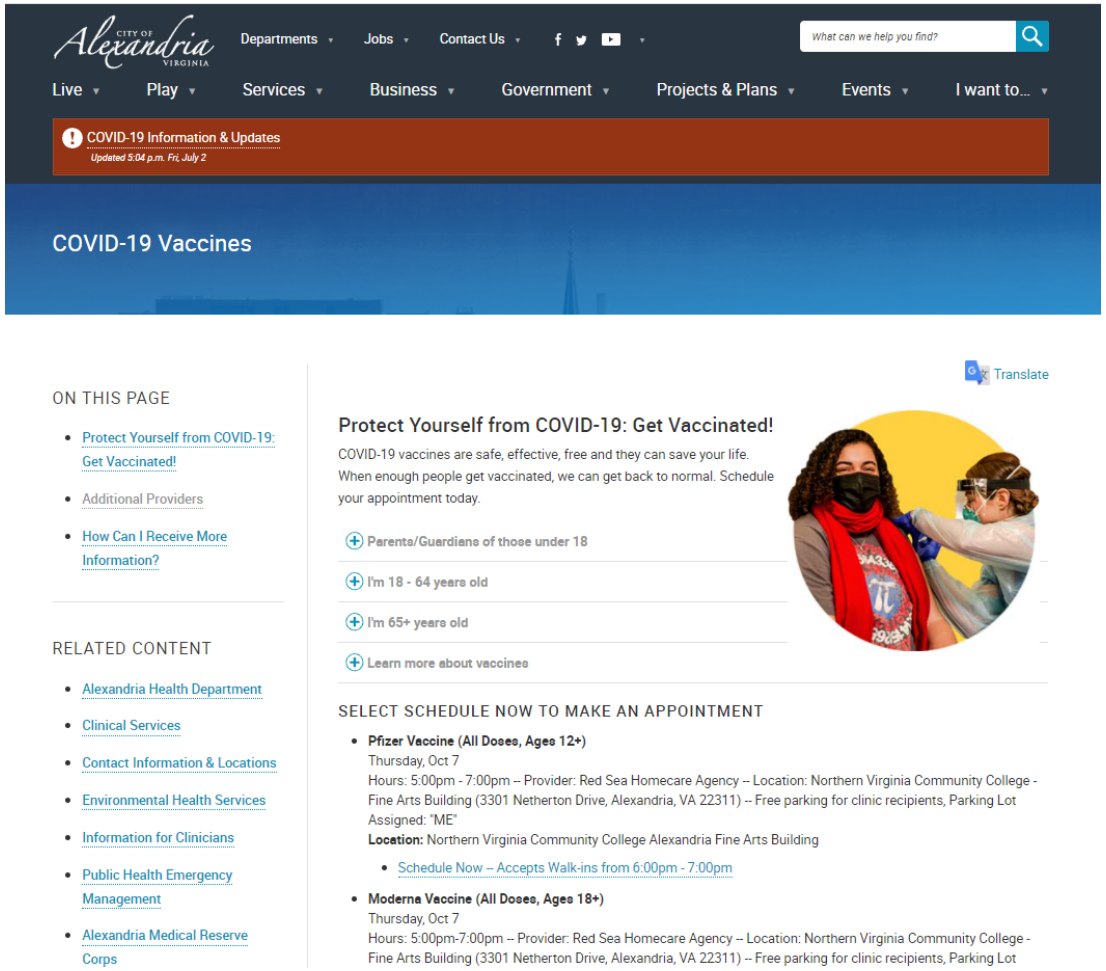
- External Communications
  - alexandriava.gov
  - AlexTV Channel 70 Message Board and Programming
  - Citywide Calendar of Events
  - Emergency Alerts (not 911)
  - eNews
  - Media Relations
  - News Releases
  - Social Media and Webcasts
  - Style Guide and Protocols

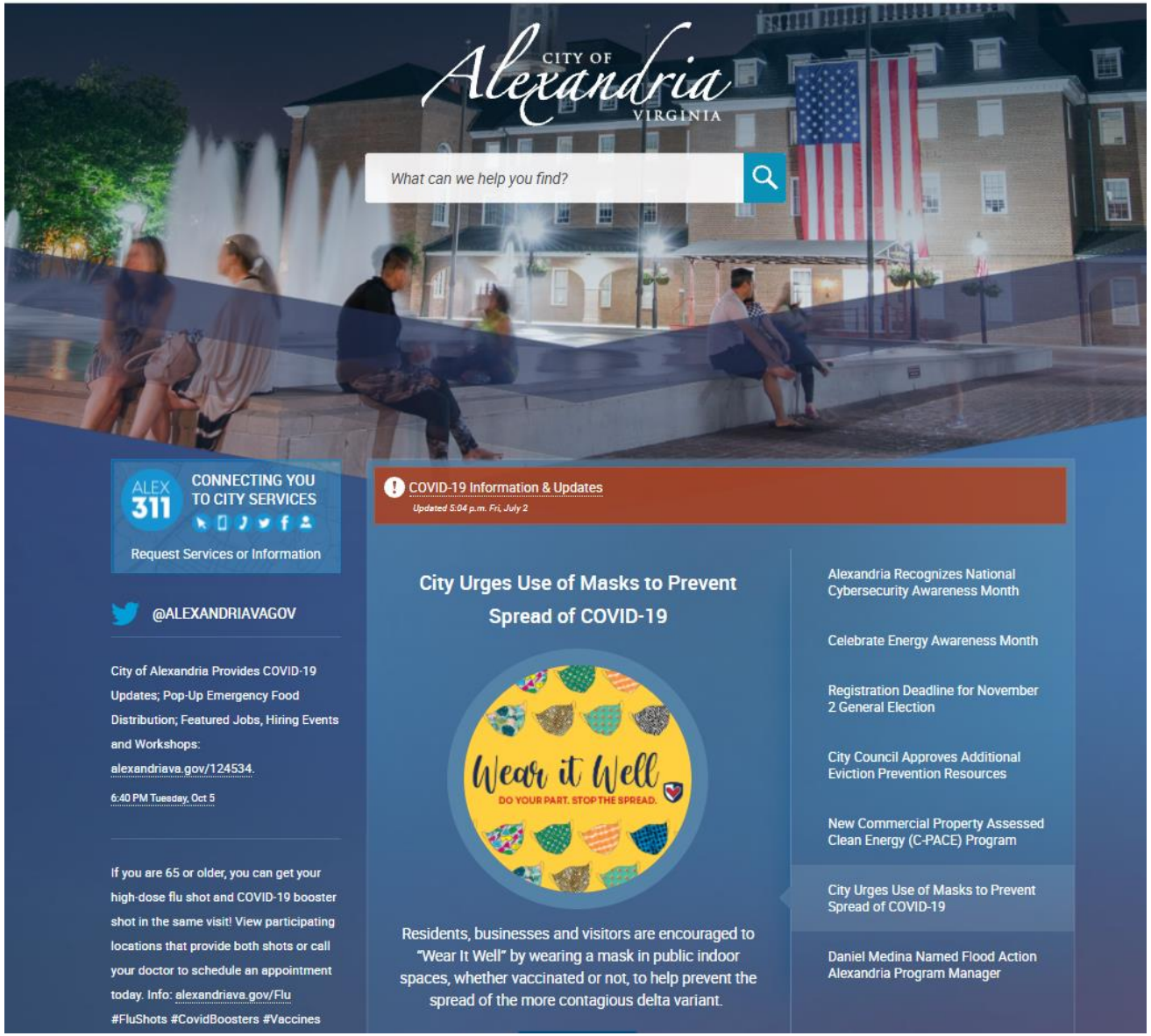
- Internal Communications
  - *AlexNet*
  - *AlexNews*
  - Promotion to Employees
  - Emergency Communications
  - Communications Tools

External Communications

- News Releases
- Media Advisories and Conferences
- Mailings
- Channel 70
- Virtual Presentations
- AlexandriaVa.Gov
- Alexandria eNews
- Social Media
- Calendar of Events
- Communication Tools

alexandriava.gov





Alex311

6 Convenient Ways to Connect:

- Web – alexandriava.gov/Alex311
- Mobile App – Available in the App Store or Google Play
- Twitter – @AlexandriaVA311
- Facebook – @AlexandriaVA311
- Phone – Dial 311 or 703.746.4311
  - Monday-Friday: 7 a.m. to 7 p.m.; Saturday: 8 a.m. to 12 p.m.
- In-Person

Alexandria eNews

www.alexandriava.gov/eNews

- Free e-mails, texts, voice calls
- 50,000 subscribers
- 100+ choices of topics
- Emergency alerts

Internal Communications

- *AlexNet*
- *AlexNews*
- Promotion to All Employees
- Emergency Communications
- Communication Tools

Communicating with the City

- Call or text 911 for immediate police, fire or emergency medical assistance
- Contact **Alex311** for everything else.
- Social Media
  - Facebook: alexandriava.gov/Facebook
  - Instagram: instagram.com/AlexandriaVAGov
  - Linkedin: linkedin.com/company/city-of-alexandria
  - Twitter: @AlexandriaVaGov
  - Department and program profiles: alexandriava.gov/SocialMedia
- In Person
  - Approximately 3,000 employees at 75 City facilities and in the field.

Questions?

Office of Communications & Public Information
301 King St., Suite 3230
Alexandria, VA 22314
703.746.3960

alexandriava.gov/Communications

Kelly Gilfillen, Acting Director
571.208.9001
kelly.gilfillen@alexandriava.gov